

2011 Community Mini-Grant Opportunity offered by
Office of Women's Health (OWH), Indiana State Department of
Health, and INShape Indiana

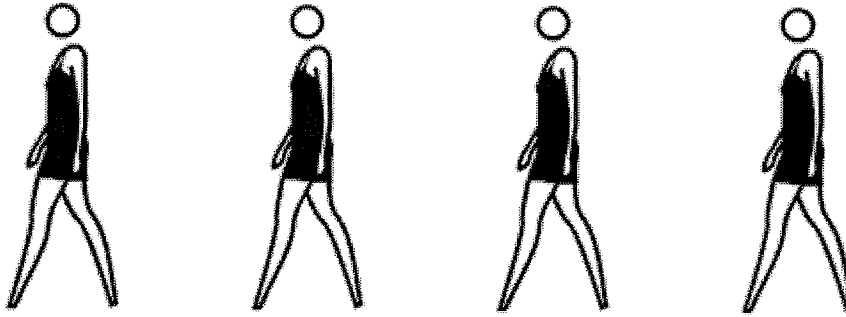
**“Women Out Walking” Program
Overview and Requirements**

Mini-grants awardees are encouraged to help OWH and INShape promote community and physical activity, and health and wellness by supporting a community walking campaign, including walking events and education for women. Successful applicants must design, publicize and sponsor a campaign to send the message of the many benefits of walking to women and their families. “Women Out Walking (W.O.W)” should be listed as the campaign theme and on all printed materials and logos. Other community organizations must assist the campaign developers to publicize the program, recruit and register participants and/or furnishing incentives for women to participate. This must be a united front to help educate women of the many benefits of starting and maintaining a walking regimen.

Requirements

Applicants must submit an action plan for designing a campaign spotlighting a **12 week walking challenge for women**. A number of communities across the nation have effectively planned similar campaigns aimed at: 1) raising awareness of physical activity and its benefits, 2) providing an opportunity and a public space for healthy activity through walking, 3) encouraging women to incorporate their experience into their daily lives and increasing their fitness levels.

Participants/walkers will receive step counters to be utilized as a motivational tool and tracking device to record their progress. Purchasing costs for these devices should be included in the draft budget for submission. Women participants will first set a goal, and then use the counters to count their daily steps, with weekly totals being turned into team captains at the end of each week. The team structure is essential to the motivating component of this program, as participants will provide positive reinforcement to keep participants active and involved. Each applicant will figure out the team organization and the methods of assembling teams. At the end of the twelve weeks, prizes should be distributed to recognize individual achievements. Prizes might be awarded for: most improved individual/team; most enthusiastic individual/team; most motivating individual/team; and, of course, team with the highest number of steps total and team with the highest average steps per person. Campaign organizers must collect the following step totals throughout the process: baseline, 6 weeks, 12 weeks. Awardees must acknowledge OWH and INShape Indiana in program materials, posters, press releases and any paid media. Incentives must be in-kind contributions; no mini-grant funds are to be used toward incentives.



Mini-Grant Review Committee will be looking for:

- highly collaborative action plans with buy in from many community organizations
- attainable goals with data collected to evaluate the campaign activities
- innovative promotion activities
- description of all implementation strategies: how will you register participants, how will you encourage collection of weekly totals, what education will you provide team leaders and how will that education be disseminated, what materials will be used to track and encourage walking progress, what creative ideas will be utilized for creating incentives for participants to join in the campaign.
- creative strategies for focusing on women and targeting underserved women

Questions? Please feel free to listen in to one of the technical assistance calls on either June 6 at 10 a.m. - 11 a.m. or June 8 at 2 p.m. - 3 p.m.
Or, contact Morgan E. McGill, Director, Office of Women's Health at mmcgill@isdh.in.gov or 317-233-2170.